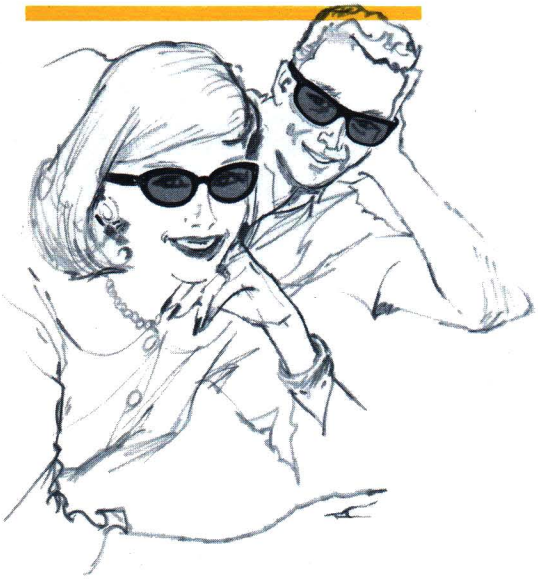
BAUSCH & LOMB

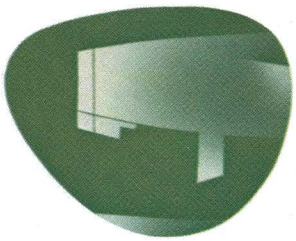
Ray-Ban®

SUN GLASS STYLES FOR 1965

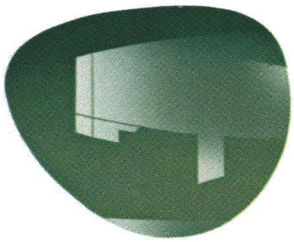


Top, Olympian II;
center, Olympian III;
bottom, Olympian I.

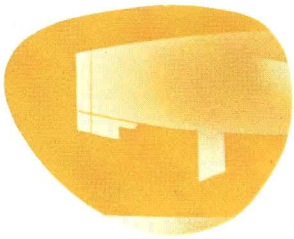
A LENS FOR EVERY NEED



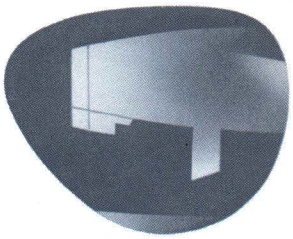
Ray-Ban Green—the perfect lens for average glare conditions. Use it for motoring, beach, spectator sports, playing golf and tennis, winter glare, hunting, shooting and fishing.



Gradient Density — gives extra protection from overhead glare. For motoring, watching sports, playing golf and tennis, flying. Double gradient for extra protection from water, snow, road glare.



Kalichrome — a special yellow glass that "turns on the sun" to sharpen details on dull days. It also minimizes haze by filtering out blue light. For shooting, hunting, boating, flying. Does not reduce glare.



Ray-Ban G-15 and G-31—a neutral gray lens. Low, uniform transmission of light gives true color vision. Use it for motoring, beach, boating, fishing, spectator sports, winter glare, flying.

Left, Metal Sun Glass; *center,* Balorama; *right,* Olympian I.

sun glass cases for men and women

Ray-Ban Sun Glass Cases combine protection with smart, modern styling. Made from top-quality materials, they are offered in a wide variety of sizes and designs for men's and women's glasses. Every Ray-Ban Sun Glass comes in its own case.

look for the name on the frame

Look for the name "Ray-Ban" engraved on the top of the bridge bar—or stamped on the inside of temples of plastic frames. It's your assurance of best optical quality.

BAUSCH & LOMB

Ray-Ban®

the most distinguished name in sun glasses

BAUSCH & LOMB INCORPORATED • ROCHESTER, N.Y. 14602

Top, Bewitching; *center,* Jardine; *bottom,* Sprint.

Ray-Ban Balorama: A triumph in full wrap-around design. Glass G-15 lenses filter out heat-producing infra-red rays. Lens size, 62 x 38mm, 19mm bridge. Colors: 25, 94.

Ray-Ban Bewitching: A candidly Hollywood styling, excitingly glamorous. Bold in white, but subtly mysterious in darker shades. Lens size, 52 x 40mm, 20mm bridge. Green or G-15. Colors: 01, 25, 31, 81.

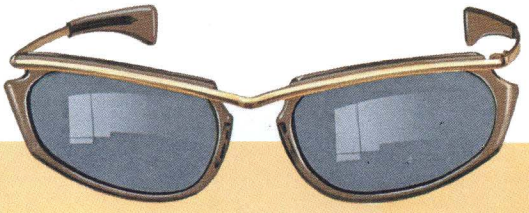
Ray-Ban Caribbean: Crisp, clean-lined design with large lens area for maximum eye comfort under the sun. Lens sizes, 52 x 38mm, 22mm bridge; and 48 x 34mm, 20mm bridge. Green or G-15 lenses. Colors: 01, 02, 25, 94.

Ray-Ban Chloe: A variation of the popular "oval" shape, with gentle upsweep at corners. Lens size, 48 x 36mm, 20mm bridge. Green or G-15 lenses. Colors: 01, 13, 25, 39, 47, 48.

Ray-Ban Egyptian: An exotically accented styling adds a flattering, and very fashionable touch to beauty-under-the-sun. Lens size, 52 x 32mm, 20mm bridge. Green or G-15. Colors: 13, 19, 60, 98.

Ray-Ban Jardine: Petite and feminine interpretation of the wanted narrow, "rectangular" shape. Dainty and sophisticated. Lens size, 50 x 30mm, 20mm bridge. Green or G-15. Colors: 24, 25, 31, 63.

Ray-Ban Laramie: Handsome frame style for the man who demands comfort as well as good looks. Lens size, 52 x 40mm, 22mm bridge. Green or G-15 lenses. Colors: 01, 25, 46, 94.



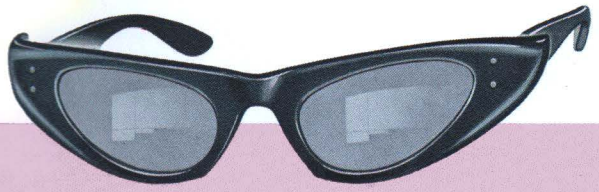
Ray-Ban Olympian III: Another fashion-setting version of the triumphant new Olympian design most suitable for smaller features of either men or women. Lens size, 52 x 32mm, 18mm bridge. G-15 only. Colors: 90, 91.

Ray-Ban Lisbon: A fashionable frame, equally at home in car, boat, at the beach or a lawn party. Lens size, 48 x 37mm, 20mm bridge. Green or G-15 lenses. Colors: 01, 13, 25, 31, 49, 57, 59.

Ray-Ban Plainsman: Modern frame style with smart wrap-around temples. Lens size, 50 x 39mm, 22mm bridge. G-15 or G-31 lenses. Colors: 01, 25, 44, 96.

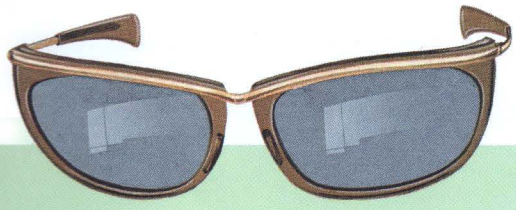
Ray-Ban Lisbon (K): High-fashion version of the Lisbon gives that "exotic" look. Lens size, 48 x 37mm, 20mm bridge. Comes in G-15 lenses only. Colors: 02, 32.

Ray-Ban Playtime: A dramatically sheer creation so in keeping with today's style trend. The clean top line is a most engaging accent. Lens size, 50 x 34mm, 20mm bridge. Green or G-15 lenses. Colors: 01, 08, 25, 38, 72.



Ray-Ban Marcellina: Gracefully feminine, distinctively sophisticated. The frame wraps around for a truly different effect. Lens size, 50 x 31mm, 20mm bridge. Green or G-15. Colors: 01, 08, 25, 51, 62.

Ray-Ban Polyanna: Eye-flattering, modern design, perfect for dress or sport. Lens size, 50 x 31mm, 18mm bridge. Green or G-15 lenses. Colors: 04, 11, 22, 25, 31, 32, 51, 79.



Ray-Ban Olympian I: A most distinguished design of the full wrap-around style. Metal and plastic combined by creative artistry to achieve a new high of fashion. Lens size, 62 x 38mm, 19mm bridge. G-15 only. Colors: 90, 91.

Ray-Ban Polyanna (K): Beautiful hand-decorated model adds elegance and luxury to Polyanna's tasteful design. Lens size, 50 x 31mm, 18mm bridge. G-15 lenses only. Colors: 02, 32.

Ray-Ban Olympian II: Retains the éclat of the Olympian I with medium-sized, 6-base curve lenses. Appealing to the good taste of men and women equally. Lens size, 56 x 36mm, 15.5mm bridge. G-15 only. Colors: 90, 91.

Ray-Ban Solette: Petite design provides maximum eye coverage. Lens size, 50 x 30mm, 18mm bridge. Green or G-15 lenses. Colors: 01, 04, 08, 09, 25, 79.

Ray-Ban Sprint: The bold sweep of this design leaves no doubt of its thoroughly masculine quality. A definite advance in styling for men. Lens size, 50 x 34mm, 20mm bridge. Green or G-15 lenses. Colors: 25, 63.

Ray-Ban Sun Song: Slim, graceful wrap-around with a quietly sophisticated effect. Lens size, 50 x 38mm, 18mm bridge. G-15 and G-31 lenses only. Colors: 01, 25, 31, 48.

Ray-Ban Sun Song (D): Hand-decorated version of the Sun Song for a more "dressy" look. Lens size, 50 x 38mm, 18mm bridge. G-15 lenses only. Colors: 22, 32.

Ray-Ban Sun Song (K): A jeweled motif adds sparkle and distinction to enhance the sophisticated grace of the Sun Song. Lens size, 50 x 38mm, 18mm bridge. G-15 lenses. Colors: 32, 64.

Ray-Ban Vagabond: Virile look for the modern male. Lens size, 53 x 42mm, 18mm bridge. Colors: 01, 25, 46, 92, 94, with Green or G-15. In color 93, also with G-15 lenses only.

Ray-Ban Wayfarer: A frame of constant popularity, year after year. Lens size, 50 x 41mm, 22 or 24mm bridge. Colors: 01, 04, 25, 90, 91, with Green or G-15 lenses. Colors: 01, 25 with Top Gradient lenses.

Top, Olympian II;
center, Olympian III;
bottom, Olympian I.

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Ray-Ban®

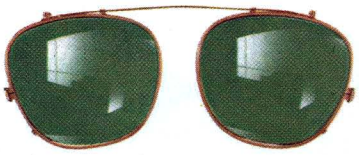
METAL FRAMES

Top, Caravan; *center,* Metal Sun Glass; *bottom,* Shooting Glass.

Ray-Ban Sun Glass: The famous, all-purpose sunglass. Large 58 x 50.5mm lens with 10, 14 or 16mm bridge. Smaller 52 x 44.5mm lens with 12, 14 or 16mm bridge. Ray-Ban Green, Top and Double Gradient Density, or G-15 lenses.

Ray-Ban Outdoorsman: A sportsman's frame with plastic browbar and flexible riding bow temples. Lens size, 58 x 50.5mm, with 10 or 14mm bridge. Ray-Ban Green, Top and Double Gradient Density, G-15 or Kalichrome Lenses.

Ray-Ban Shooting Glass: Decot custom-designed for shooters; skeet, trap, rifle and pistol. Imapact-resistant. Lens size 64mm x 48.5, with 5mm bridge. In Kalichrome, Ray-Ban Green lenses—light or dark.



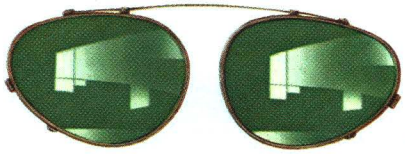
Ray-Ban Clip-On: For wear over all types of prescription glasses. Ray-Ban or G-15 lenses. Also available in Kalichrome yellow. **Ray-Lite®:** A clip-on with precision-cast B&L Enduron shatter-proof hard resin green lenses.

Ray-Ban Signet: Premium quality frame for men. Lens size, 52 x 44mm; bridge size 20 or 22mm with toughened Ray-Ban Green, Double Gradient or G-15 lenses.

Ray-Ban Caravan: An attractive frame with a modern lens shape. Impact-resistant lens in large size, 58 x 48mm, and medium size, 52 x 42mm, both with 16mm bridge. Ray-Ban Green, Double Gradient or G-15 lenses.

Ray-Ban Pilot's Glass: Metallic coated, untinted, toughened glass lenses provide necessary glare protection. Uncoated portion allows a clear view of the plane's instrument panel. Lens size, 58 x 48, 16mm bridge.

Ray-Ban Shooting Glass: Specially designed glass for hunters and all types of shooters. Extra large lens size, 62 x 54.5mm, 3 or 8mm bridge. Green, (light or dark), Kalichrome or G-15 neutral gray lenses; impact-resistant lenses.



Ray-Lite® Shaped Clip-On for Women: Precision-cast B&L Enduron shatterproof hard resin green lenses.

THERE'S MORE TO GOOD SUN GLASSES THAN MEETS THE EYE

There is a difference. The great range in prices testifies to the considerable difference in sun glasses. Just what are the benefits of a top quality sun glass?

Scientific glare protection. It takes more than "dark" glass to safeguard the eyes, not only from excessive light, but also from potentially harmful invisible rays—ultra-violet and infra-red. Both Ray-Ban green and neutral gray lenses were developed by Bausch & Lomb at the request of the Air Force to provide *scientific* glare protection. No matter what sun glass has been worn before, most everyone is surprised at the extra coolness and comfort of Ray-Bans.

Lens quality. Besides distressing the eyes, even slight lens irregularities can cause excessive body fatigue, irritability and even nausea. Every Ray-Ban lens is ground and polished with the same exactness as if it were a prescription lens. Also, being made of glass, it will retain that fine optical quality.

Glass or plastic lenses? Many sun glasses, both cheap and expensive, have plastic lenses. Plastic lenses cannot be made to protect the eyes from infra-red rays. They can be made to filter ultra-violet, although this is not always done. All Ray-Ban lenses are optical glass – give full protection.

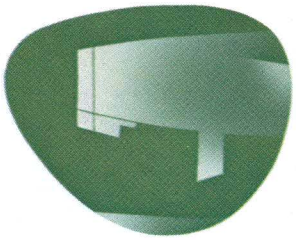
The style. No one style is ever *the* fashion in sun glasses. Good taste dictates a choice of the frame most suitable for the individual face. Ray-Bans have the largest number of models of any quality sun glass and permit discriminating selection.

The fit. Sun glasses *can* be so comfortable that they can be worn all day long with ease. Ray-Bans utilize all Bausch & Lomb's experience in making prescription eyewear to achieve the highest standards of fitting quality.

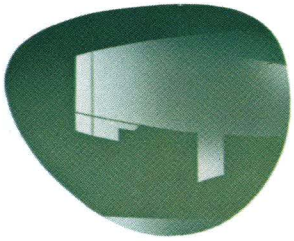
Frame durability. Ray-Ban frames will maintain comfortable fitting adjustments indefinitely if not subjected to abnormal abuse. Their longer life can make these top-quality sun glasses the least expensive in the long run.

Driving safety. Few realize that a day spent in the sun without *proper* sun glasses will reduce ability to see at night *50% or more!* Also, today's driving conditions often demand split-second decisions and the sun's glare might obscure vision at a critical instant. Good sun glasses, like Ray-Bans, should be worn while driving on bright days, winter or summer (but never at night!)

A LENS FOR



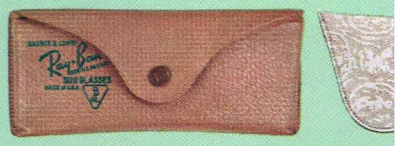
Ray-Ban Green—the perfect lens for average glare conditions. Use it for motoring, beach, spectator sports, playing golf and tennis, winter glare, hunting, shooting and fishing.



Gradient Density — gives extra protection from overhead glare. For motoring, watching sports, playing golf and tennis, flying. Double gradient for extra protection from water, snow, road glare.

Left, Metal Sun Glass; *center*

sun glass cases for men and women



Ray-Ban Sun Glass Cases combine protection with from top-quality materials, they are offered in a wi for men's and women's glasses. Every Ray-Ban Sun

BAUSCH & LOMB

the most distingui

Ray-Ban®

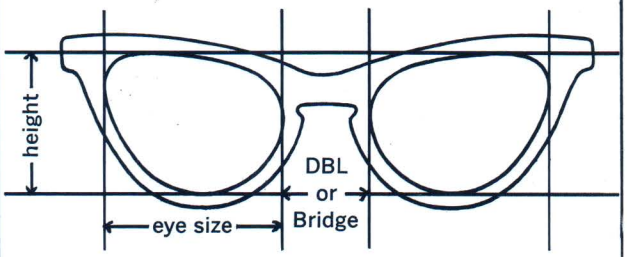
BAUSCH & LOMB INCOR

A-653 0864165 GL

BAUSCH & LOMB Ray-Ban® PLASTIC FRAMES

01. Amber
02. Ebony/Pearl
04. Blonde
08. White Pearl
09. Tawny Brown
11. Black on Tan Pearl
13. White Pearl/Black
19. Ebony/Gold
22. Pearl on Black
24. Gold Shadow
25. Ebony
31. White
32. Frosty Mocha
38. Ivy Green
39. Ebony Strata
44. Expresso
46. Ivy Gray
47. Pearl on Smoke
48. Woodgrain
49. Beige/Coffee
51. Bronze Pearl
57. Black/White/Black
59. Forest Green
60. Champagne/Brown
62. Blue Pearl
63. Tortoise
64. Silver Pearl/Black
72. Wine/Pearl
79. Zebra Pearl
81. Gray/Green
90. Bronze-Lite
91. Smoke-Lite
92. Gray Demi
93. Blue Demi
94. Brown Strata
96. Brownwood
98. Green/Pearl

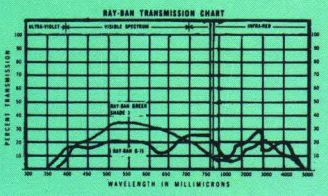
EXPLANATION OF FRAME MEASUREMENTS



mm = millimeters. There are 25.4mm to the inch.
DBL = Distance between lenses. Also referred to as bridge or bridge size.
Lens size: When a lens size is given, such as 50 x 38mm, the eye size is the first number and the height is the second.

Ray-Ban® SUN GLASSES BECAUSE...

PROTECTION

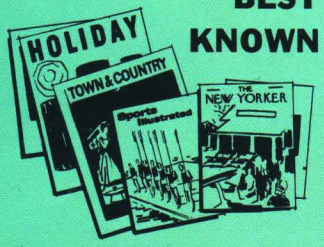


There's more to good sun glasses than meets the eye! Style is the *second* reason for choosing a particular sun glass. Comfort—the real reason for buying a pair at all—should be the *first*. Ray-Bans afford *scientific* glare protection—definitely provide the greatest visual comfort. Bausch & Lomb, the first to make a quality sun glass, has the experience and the knowledge of the human eye to develop the best of filtering lenses.

STYLE

Ray-Bans offer *both* fashion and maximum protection. Tasteful styling which enhances appearance and the widest selection of models and colors of any quality sun glass allow the right choice for each individual. Important, too, is the superior fitting quality adding to comfort and lasting satisfaction. Plus durability—a characteristic of the prescription quality of Ray-Ban frames in both materials and craftsmanship.

BEST KNOWN



Yearly surveys show that when asked, "What name do you associate with quality sun glasses?" most people answer, "Ray-Bans." Over a quarter of a century of continuous national advertising, numerous editorial mentions, a superior product and the Bausch & Lomb name give Ray-Bans the highest public acceptance. This year, again, Ray-Ban advertising will be more extensive and more effective than ever before.

PRESTIGE

Ray-Ban's fame for quality most favorably reflects upon you. Familiar, but true, is the saying, "A man is known by the company he keeps." Ray-Bans, you will agree, are very good company. The known superiority of "the most distinguished name in sun glasses" accompanied by your recommendation quite certainly will add its bit to your prestige.

HELPS

A wide variety of product displays, folders, ad mats and radio/TV scripts fill out a program of aids unsurpassed by any sun glass manufacturer.

We sincerely hope that you will consider carefully which may be helpful to you. Ask your representative for further information.

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